### ALTERNATIVE ENTERPRISE AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

### TABLE OF CONTENTS and ABSTRACTS For

### X. NATURE-BASED TOURISM

<u>Ecotourism Development Manual</u>. Northwest Arkansas RC&D. Copies are available from Northwest Arkansas Resource Conservation and Development Council, Inc., 402 N. Walnut, Suite 109, Harrison, AR 72601 or call 870-741-7475 for a cost of \$12.00 each. It contains several case studies in Arkansas and it is in the form of a workbook to assist one in assessing and developing nature-based tourism.

<u>Developing Naturally: An Exploratory Process for Nature-Based Community Tourism.</u>
Thomas D. Potts, and Allan P.C. Marsinko, Clemson University. Contact Martha Morris for copies at Operations Manager and Publications Coordinator, Strom Thurmond Institute of Government and Public Affairs, Clemson University, Clemson, SC 29643 or go to www.strom.clemson.edu for a copy. Case studies for South Carolina are presented and it contains worksheets for developing nature-based tourism.

<u>Community Based Environmental Decision Making.</u> Proceedings of a conference held May 9, 2000. There is a listing of past workshops on the same web site. Go to http://:199.223.18.220/ee/epa/wkshp.nsf and click on proceedings. If you have questions or problems email: owens.nicole@epa.gov.

<u>Buffer Notes.</u> It is produced by NACD and NRCS about the use of buffers throughout the U.S. Go to www.nacd.org for the latest editions.

Making Nature Your Business, A Guide for Starting A Nature Tourism Business in the Lone Star State. This publication will help you develop a well-organized business plan which is necessary for a successful endeavor. For a copy go to: www.tpwd.state.tx.us

<u>Developing Trails and Tourism on Private Lands in Texas:</u> Case Studies on Existing Enterprises. Department of Recreation, Park and Tourism Sciences. Texas A&M. This publication discusses the use of trails and sponsoring of biking events as an income opportunity for ranchers. Six ranches activities are used to show this alternative enterprise. Email: For more information contact C. Scott Shafer email Sshafer@rpts.tamu.edu

## Ecotourism Development [Manua]

## CONTEN

B

S

### PART ONE: The Nature of Ecotourism

Background 1

This Manual's Purpose

A Brief Perspective

The U.S. and Global Ecotourism

Ecotourism 3

Ecotourism and Cultural Tourism 4 Ecotourism and Nature Tourism

Ecotourism's Ethics

The Ecotourist and the Market 11

Three Ecotourist Profiles 11

The Ecotourist and Quality of Service 14

Arkansas' Ecotourism "Niche" 14

Case Study No. 1: Ozark Ecotours 15 Tour Development/Scheduling 18

Booking/Payment 18

Tour Procedures 19

Custom Tour 19

Office Procedures 19

Site Monitoring 19

Organizational Policies 19

Training of Personnel 19

History of Ecotourism in Newton County 21

Financial Feasibility of Ozark Ecotours

# PART TWO: Community-Based Ecotourism Development

Ecotourism Planning

Ecotourism Development Program 35

Ecotour Preparation 35

Cooperative Agreements 35

Natural and Cultural Attractions Inventory 35

Ecolodge/Existing Lodging and Services

Local Businesses/Vendors Survey 41

Site Monitoring and Evaluation 42

Cultural Tourism/Ecotourism Impact Assessment 42

Cooperation with Public Lands Management Agencies

Cooperation with Private Landowners 43

Site Planning 44

The Ecotour Schedule 44

Designing Ecotours 44

A Word on Custom Ecotours

Ecotour Logistics 46

Pre-Departure 46

During ecotours 52

Culmination and Farewells 56

Program Evaluation 57

Ecotourism Questionnaires 57 Programmatic Change 57

Community Employment 60

Ecotour Guides/Interpretive Program Quality 60

Selection 61

Training 61

Additional Points of Importance 65

Excerpt from Ozark Ecotour's Ecotour Guide Handbook 66	Environmental Codes of Conduct for Host Communities 103
S	The Ecotourism Society 105
Auxiliary Business Opportunities 78 Administering Agency 79	Travel Industry Association of America 115
Ecotourism Advisory Group 79  Ecotourism Resource Room 80	International Chamber of Commerce 117
Marketing Plan/Product Positioning 80 The Feasibility Study 81	American Society of Travel Agents 120
Funding 82	The Benefits of Voluntary Codes of Conduct for Tourism 121
Excerpt from Rural Tourism Handbook 83	
PART THREE: National Case Studies	Notes 123
Alaska (Case Study No. 2) 95	Bibliography 125
Pennsylvania (Case Study No. 3) 97	Clocomy 120
Vermont (Case Study No. 4) 99	
PART FOUR: Environmental Codes of Conduct	Resource List 135
Environmental Codes of Conduct for Tourism 103	Sustainable Tourism Practices – Business Assessment 143

### Developing Naturally:

An

Exploratory

Process

for

Nature-Based

Community

Tourism

Thomas D. Potts, Ph.D.

Department of Parks, Recreation and Tourism Management Cooperative Extension Tourism Specialist

Clemson University

Cooperative Extension Service Extension

Clemson, South Carolina 29634-1005

(864)656-0372, FAX (864)656-2226

Allan P.C. Marsinko, Ph.D.

Associate Professor, Forest Resource Economist Department of Forest Resources

Clemson University

Clemson, South Carolina 29634-1003

### Typing, Editing and Graphics Design By:

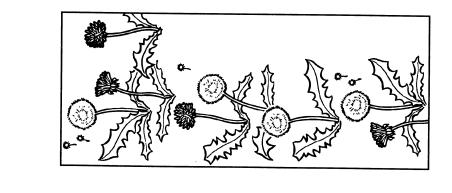
Martha G. Morris\*

Strom Thurmond Institute of Government and Public Affairs Operations Manager and Publications Coordinator Clemson University

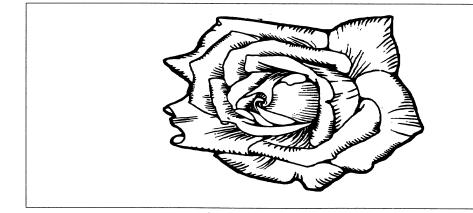
Clemson, South Carolina 29634-5130 864)656-0215, FAX (864)656-4780

\*Contact for additional publications.

TABLE OF CONTENTS	
	Page
ACKNOWLEDGMENTS	.,
CHAPTER	
I. WHY DO WE WANT TO DEVELOP NATURE-BASED TOURISM	-
II. TAKING OUR INVENTORY	7
What Will We Need	6
Background Information and Human Resources	6
Committee	Ξ
Resource Team	13
Objective	15
What Are the Attractions of the Area	17
Rare and Endangered Species	7 2
Man-Enhanced Attractions	21
Section Summary	23
Festivals and Events	24
What Is a Nature-Related Theme	26
Section Summary	26
Recreational Activities	27
Section Summary	28
Nature-Based Traditions	28
What Are Our Human Resources	30
Section Summary	31
Services and Infrastructure	32

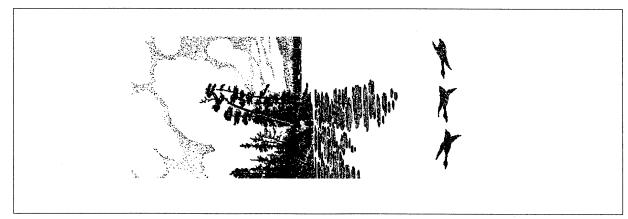


Facilities	3
Section Summary	G
How Does Our Transportation System Rate	Ų
Highways and Other Access Roads	ψ,
Loop Roads	ي ر
Airports	n iii
Section Summary	S
Health-Related Services and Facilities	4
Section Summary	4
III. FINANCING AND MARKET IDENTIFICATION	4
What About Financing	4
Current Market Conditions	4
Section Summary	4
Targeting Your Customer	4
Developing a Nature-Based Tourism Calendar	4
Communications	Ś
Section Summary	Š
Visitation Trends	Š
Competition	5
IV. MANAGEMENT TECHNIQUES	<i>'</i>
Maintaining the Resource Quality	9
Land Ownership and Tourism Planning	Ó
Protecting Ecosystems for Nature-Based Tourism	9
Swamps, Marshes and Estuaries	9
Riverine Systems	Ò
Bottom Land Forests	Ö
Upland Forests	9

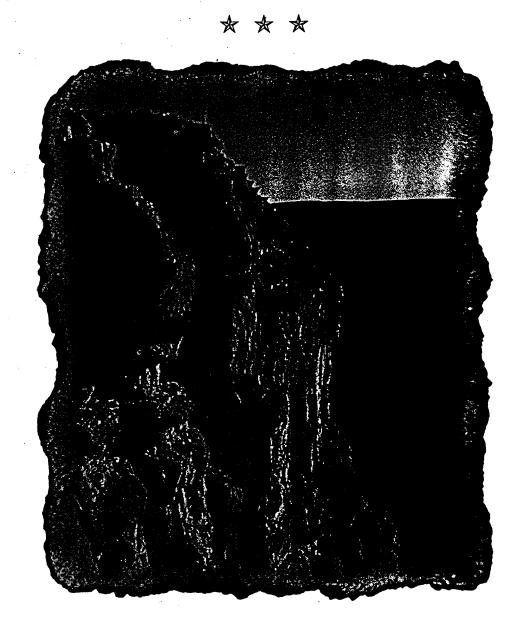




	Page
Public Health and Safety	94
Market	45
Communications	35
Competitive Standing	95
Natural Resource Management	95
Ideas for Increasing Tourism	96
Hospitality Training—A Key Ingredient for Success	62
VI. MARKETING YOUR NATURE-BASED ATTRACTIONS	66
Identifying Your Potential Nature Visitors	66
Who Are They	66
Where Do They Come From	66
A Marketing Plan	101
Sample Nature-Based Marketing Plan	102
Marketing Tools	104
Brochures/Visitors' Guides	104
Free and Low-Cost Publicity	107
Press Kit	108
Sell Your Region	108
Sell Yourself	108
Newsletters	109
Your Tourism Division	109
Familiarization Tours	109
Community Events	110
Special Promotions	110
Paid Advertising	111
Inquiries	112
Group Ecotours	113
Nature Vacation Packages	115
BIBLIOGRAPHY	117

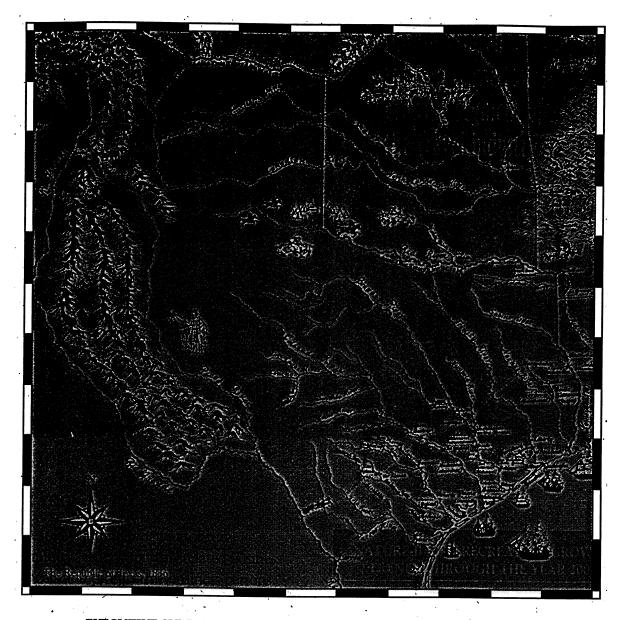


### NATURE TOURISM IN THE LONE STAR STATE



Economic Opportunities in Nature

A report from the State Task Force on Texas Nature Tourism.



EXECUTIVE SUMMARY2 – 7
INTRODUCTION — OPPORTUNITIES IN NATURE
PROFILE OF THE NATURE TOURIST
NEEDS AND RECOMMENDATIONS
CONSERVATION
EDUCATION
LEGISLATION
PROMOTION
CONCLUSION23
BIBLIOGRAPHY24
TASK FORCE MEMBERS AND STAFF SUPPORT